**Planning Your Advertisement**

Planning steps:

1. Start at the end. Decide what the ad's final impact will be.
2. Plan visuals.
3. Plan movement.

The beginning provides context. Common mistakes encountered here are overwriting, audience confusion, and irrelevancy.

The middle connects the target to the brand. Here is where the support is given. This part requires extreme clarity.

The end presents the ad's punchline/tagline, or final thought. A logo or other brand identification is typically displayed here.

Make pre-production notes. Things to include are

* Location (*Where will the footage be shot?*)
* Talent (*Who will be acting? Providing music?*)
* Special effects (if any)
* Props (if any)
* Bids & budgeting (*How will we pay for this?*)
* Scheduling

Profiling consumers: Know your audience. Be careful not to offend them!

You're not just selling a product, you're selling an *image*.

Extreme close-ups of the product are used to create a sense of intimacy.

Sometimes conceptual art (storyboards, etc.) turn out to be unrealistic (such as a winking dog in a dog food commercial). This is called the "Winking Dog Syndrome". The question to ask is: "Can the final cut meet the expectations made by the design?"

A similar problem, the "Rubber Pencil", comes about when impossible proportions or angles create problems with the ad during production. It is important to resolve all these issues during the planning stages.